

Rep Order# 9793458 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 08/16/2012 12:03 PM  
Last Received: 08/16/2012 11:51 AM  
Showing Buylines: All Lines

1 of 3

Station EKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA 4 AMERICA \*A  
Estimate# 1537  
Buyer Meredith Kaufman  
Phone#  
Fax#

50088  
Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1537  
Flight Dates 10/09/2012 - 10/15/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F,M	5A-6A	GOOD MORNING CINCINNATI (SIMULCAST	:30	\$5.00	10/09-10/15	5	P4 1	5	\$25.00	
	2	TU-F,M	6A-7A	GOOD MORNING CINCINNATI (NOT SIMUL	:30	\$10.00	10/09-10/15	5	1	5	\$50.00	
	3	TU-F,M	7A-8A	GOOD MORNING CINCINNATI (NOT SIMUL	:30	\$25.00	10/09-10/15	5	1	5	\$125.00	
	4	TU-F,M	8A-9A	LITTLE HOUSE ON THE PRARIE	:30	\$10.00	10/09-10/15	4	1	4	\$40.00	
	5	TU-F,M	10A-11A	ANDY GRIFFITH/ANDY GRIFFITH	:30	\$15.00	10/09-10/15	4	1	4	\$60.00	
	6	TU-F,M	11A-12P	BILL CUNNINGHAM SHOW	:30	\$20.00	10/09-10/15	4	1	4	\$80.00	
	7	TU-F,M	12P-1230P	LOCAL 12 NEWS AT NOON	:30	\$20.00	10/09-10/15	4	1	4	\$80.00	
	8	TU-F,M	1P-130P	AMERICA'S FUNNIEST VIDEOS	:30	\$20.00	10/09-10/15	3	1	3	\$60.00	
	9	TU-F,M	130P-2P	AMERICA'S FUNNIEST VIDEOS	:30	\$20.00	10/09-10/15	3	1	3	\$60.00	
	10	TU-F,M	2P-3P	LAW & ORDER: CI	:30	\$20.00	10/09-10/15	3	1	3	\$60.00	
	12	SA	3P-4P	LAW & ORDER CI	:30	\$10.00	10/13-10/13	1	1	1	\$10.00	

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Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	14	SU	1P-2P	LAW & ORDER	:30	\$10.00	10/14-10/14	1	P4	1	\$10.00	
	15	TU-F,M	4P-5P	THE DOCTORS	:30	\$30.00	10/09-10/15	4		4	\$120.00	
	16	TU-F,M	5P-6P	FAMILY FEUD / FAMILY FEUD	:30	\$35.00	10/09-10/15	4		4	\$140.00	
	17	TU-F,M	7P-730P	TWO & A HALF MEN	:30	\$125.00	10/09-10/15	2		2	\$250.00	
	18	TU-F,M	730P-8P	HOW I MET YOUR MOTHER	:30	\$125.00	10/09-10/15	2		2	\$250.00	
	19	SA	7P-730P	TWO & A HALF MEN	:30	\$70.00	10/13-10/13	1		1	\$70.00	
	20	SA	730P-8P	HOW I MET YOUR MOTHER	:30	\$70.00	10/13-10/13	1		1	\$70.00	
	21	TU-M	10P-1035P	LOCAL NEWS AT 10P	:30	\$50.00	10/09-10/15	7		7	\$350.00	
	22	TU-F,M	1105P-1135P	TWO AND A HALF MEN	:30	\$50.00	10/09-10/15	4		4	\$200.00	
	23	TU-F,M	1135P-1205A	HOW I MET YOUR MOTHER	:30	\$50.00	10/09-10/15	4		4	\$200.00	
	24	SA	1105P-1135P	HOW I MET YOUR MOTHER	:30	\$25.00	10/13-10/13	1		1	\$25.00	
	25	SA	1135P-1205A	HOW I MET YOUR MOTHER	:30	\$25.00	10/13-10/13	1		1	\$25.00	
	26	SU	1035P-1105P	TWO & HALF MEN	:30	\$25.00	10/14-10/14	1		1	\$25.00	

---REPORT TOTALS---

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Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Report Totals: 74 / \$2,385.00

---SALES MONTHLY TOTALS---

Oct 12: 74 / \$2,385.00

Sales Totals: 74 / \$2,385.00

Station Totals: 74 / \$2,385.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$238,500	CABL 0%	EKRC 1%	UNKN 0%	WBQC 0%	WCPO 24%
		WKRC 27%	WLWT 29%	WSTR 2%	WXIX 17%	

Books null  
Demos RA35+

# Spot Manager: All, 10/09/12-10/15/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: EKRC-TV												
Order: 50088												
Line: 1												
10/09/12	Tuesday		:30	\$5.00		5a Good Morn Cincinnati	5a-6a	OBAMA 4 AMERICA *A	1537 *A	P-4		1 MWAS
10/10/12	Wednesday		:30	\$5.00		5a Good Morn Cincinnati	5a-6a	OBAMA 4 AMERICA *A	1537 *A	P-4		2 MWAS
10/11/12	Thursday		:30	\$5.00		5a Good Morn Cincinnati	5a-6a	OBAMA 4 AMERICA *A	1537 *A	P-4		5 MWAS
10/12/12	Friday		:30	\$5.00		5a Good Morn Cincinnati	5a-6a	OBAMA 4 AMERICA *A	1537 *A	P-4		4 MWAS
10/15/12	Monday		:30	\$5.00		5a Good Morn Cincinnati	5a-6a	OBAMA 4 AMERICA *A	1537 *A	P-4		3 MWAS
											5	
Line: 2												
10/09/12	Tuesday		:30	\$10.00		6a Good Morn Cincinnati	6a-7a	OBAMA 4 AMERICA *A	1537 *A	P-4		1 MWAS
10/10/12	Wednesday		:30	\$10.00		6a Good Morn Cincinnati	6a-7a	OBAMA 4 AMERICA *A	1537 *A	P-4		2 MWAS
10/11/12	Thursday		:30	\$10.00		6a Good Morn Cincinnati	6a-7a	OBAMA 4 AMERICA *A	1537 *A	P-4		5 MWAS
10/12/12	Friday		:30	\$10.00		6a Good Morn Cincinnati	6a-7a	OBAMA 4 AMERICA *A	1537 *A	P-4		3 MWAS
10/15/12	Monday		:30	\$10.00		6a Good Morn Cincinnati	6a-7a	OBAMA 4 AMERICA *A	1537 *A	P-4		4 MWAS
											5	
Line: 3												
10/09/12	Tuesday		:30	\$25.00		7a Good Morn Cincinnati	7a-8a	OBAMA 4 AMERICA *A	1537 *A	P-4		3 MWAS
10/10/12	Wednesday		:30	\$25.00		7a Good Morn Cincinnati	7a-8a	OBAMA 4 AMERICA *A	1537 *A	P-4		4 MWAS
10/11/12	Thursday		:30	\$25.00		7a Good Morn Cincinnati	7a-8a	OBAMA 4 AMERICA *A	1537 *A	P-4		5 MWAS
10/12/12	Friday		:30	\$25.00		7a Good Morn Cincinnati	7a-8a	OBAMA 4 AMERICA *A	1537 *A	P-4		1 MWAS
10/15/12	Monday		:30	\$25.00		7a Good Morn Cincinnati	7a-8a	OBAMA 4 AMERICA *A	1537 *A	P-4		2 MWAS
											5	
Line: 4												
10/09/12	Tuesday		:30	\$10.00		M-F 8a-9a	8a-9a	OBAMA 4 AMERICA *A	1537 *A	P-4		2 MWAS
10/10/12	Wednesday		:30	\$10.00		M-F 8a-9a	8a-9a	OBAMA 4 AMERICA *A	1537 *A	P-4		3 MWAS
10/12/12	Friday		:30	\$10.00		M-F 8a-9a	8a-9a	OBAMA 4 AMERICA *A	1537 *A	P-4		4 MWAS
10/15/12	Monday		:30	\$10.00		M-F 8a-9a	8a-9a	OBAMA 4 AMERICA *A	1537 *A	P-4		1 MWAS
											4	
Line: 5												
10/09/12	Tuesday		:30	\$15.00		M-F 10a-11a	10a-11a	OBAMA 4 AMERICA *A	1537 *A	P-4		1 MWAS
10/11/12	Thursday		:30	\$15.00		M-F 10a-11a	10a-11a	OBAMA 4 AMERICA *A	1537 *A	P-4		4 MWAS
10/12/12	Friday		:30	\$15.00		M-F 10a-11a	10a-11a	OBAMA 4 AMERICA *A	1537 *A	P-4		3 MWAS
10/15/12	Monday		:30	\$15.00		M-F 10a-11a	10a-11a	OBAMA 4 AMERICA *A	1537 *A	P-4		2 MWAS
											4	
Line: 6												
10/10/12	Wednesday		:30	\$20.00		M-F 11a-12p	11a-12p	OBAMA 4 AMERICA *A	1537 *A	P-4		2 MWAS
10/11/12	Thursday		:30	\$20.00		M-F 11a-12p	11a-12p	OBAMA 4 AMERICA *A	1537 *A	P-4		4 MWAS
10/12/12	Friday		:30	\$20.00		M-F 11a-12p	11a-12p	OBAMA 4 AMERICA *A	1537 *A	P-4		3 MWAS
10/15/12	Monday		:30	\$20.00		M-F 11a-12p	11a-12p	OBAMA 4 AMERICA *A	1537 *A	P-4		1 MWAS
											4	
Line: 7												

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 10/09/12-10/15/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: EKRC-TV												
Order: 50088												
Line: 7												
10/09/12	Tuesday		:30	\$20.00		M-F 12p-1230p	12p-1230p	OBAMA 4 AMERICA *A	1537 *A	P-4		4 MWAS
10/10/12	Wednesday		:30	\$20.00		M-F 12p-1230p	12p-1230p	OBAMA 4 AMERICA *A	1537 *A	P-4		2 MWAS
10/11/12	Thursday		:30	\$20.00		M-F 12p-1230p	12p-1230p	OBAMA 4 AMERICA *A	1537 *A	P-4		3 MWAS
10/15/12	Monday		:30	\$20.00		M-F 12p-1230p	12p-1230p	OBAMA 4 AMERICA *A	1537 *A	P-4		1 MWAS
											4	
Line: 8												
10/09/12	Tuesday		:30	\$20.00		M-F 1p-2p	1p-2p	OBAMA 4 AMERICA *A	1537 *A	P-4		2 MWAS
10/10/12	Wednesday		:30	\$20.00		M-F 1p-2p	1p-2p	OBAMA 4 AMERICA *A	1537 *A	P-4		3 MWAS
10/15/12	Monday		:30	\$20.00		M-F 1p-2p	1p-2p	OBAMA 4 AMERICA *A	1537 *A	P-4		1 MWAS
											3	
Line: 9												
10/09/12	Tuesday		:30	\$20.00		M-F 1p-2p	1p-2p	OBAMA 4 AMERICA *A	1537 *A	P-4		1 MWAS
10/10/12	Wednesday		:30	\$20.00		M-F 1p-2p	1p-2p	OBAMA 4 AMERICA *A	1537 *A	P-4		3 MWAS
10/15/12	Monday		:30	\$20.00		M-F 1p-2p	1p-2p	OBAMA 4 AMERICA *A	1537 *A	P-4		2 MWAS
											3	
Line: 10												
10/09/12	Tuesday		:30	\$20.00		M-F 2p-3p	2p-3p	OBAMA 4 AMERICA *A	1537 *A	P-4		1 MWAS
10/12/12	Friday		:30	\$20.00		M-F 2p-3p	2p-3p	OBAMA 4 AMERICA *A	1537 *A	P-4		2 MWAS
10/15/12	Monday		:30	\$20.00		M-F 2p-3p	2p-3p	OBAMA 4 AMERICA *A	1537 *A	P-4		3 MWAS
											3	
Line: 11												
10/13/12	Saturday		:30	\$10.00		Sa 12p-6p	(3:00:00 PM-4:00:00 PM)	OBAMA 4 AMERICA *A	1537 *A	P-4		1 MWAS
											1	
Line: 12												
10/14/12	Sunday		:30	\$10.00		Sat-Sun Rotation	(1:00:00 PM-2:00:00 PM)	OBAMA 4 AMERICA *A	1537 *A	P-4		1 MWAS
											1	
Line: 13												
10/09/12	Tuesday		:30	\$30.00		M-F 4p-5p	4p-5p	OBAMA 4 AMERICA *A	1537 *A	P-4		3 MWAS
10/11/12	Thursday		:30	\$30.00		M-F 4p-5p	4p-5p	OBAMA 4 AMERICA *A	1537 *A	P-4		4 MWAS
10/12/12	Friday		:30	\$30.00		M-F 4p-5p	4p-5p	OBAMA 4 AMERICA *A	1537 *A	P-4		2 MWAS
10/15/12	Monday		:30	\$30.00		M-F 4p-5p	4p-5p	OBAMA 4 AMERICA *A	1537 *A	P-4		1 MWAS
											4	
Line: 14												
10/09/12	Tuesday		:30	\$35.00		M-F 5p-6p	5p-6p	OBAMA 4 AMERICA *A	1537 *A	P-4		1 MWAS
10/11/12	Thursday		:30	\$35.00		M-F 5p-6p	5p-6p	OBAMA 4 AMERICA *A	1537 *A	P-4		3 MWAS
10/12/12	Friday		:30	\$35.00		M-F 5p-6p	5p-6p	OBAMA 4 AMERICA *A	1537 *A	P-4		4 MWAS
10/15/12	Monday		:30	\$35.00		M-F 5p-6p	5p-6p	OBAMA 4 AMERICA *A	1537 *A	P-4		2 MWAS
											4	
Line: 15												

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Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE	
Advertiser: Obama/D/President													
Agency: Greer Margolis Mitchell													
Station: EKRC-TV													
Order: 50088													
Line: 15													
10/09/12	Tuesday		:30	\$125.00		M-F 7p-730p	7p-730p	OBAMA 4 AMERICA *A	1537 *A	P-4		2 MWAS	
10/15/12	Monday		:30	\$125.00		M-F 7p-730p	7p-730p	OBAMA 4 AMERICA *A	1537 *A	P-4		1 MWAS	
				\$250.00								2	
Line: 16													
10/09/12	Tuesday		:30	\$125.00		M-F 730p-8p	730p-8p	OBAMA 4 AMERICA *A	1537 *A	P-4		2 MWAS	
10/12/12	Friday		:30	\$125.00		M-F 730p-8p	730p-8p	OBAMA 4 AMERICA *A	1537 *A	P-4		1 MWAS	
				\$250.00								2	
Line: 17													
10/13/12	Saturday		:30	\$70.00		Sa 7p-730p	7p-730p	OBAMA 4 AMERICA *A	1537 *A	P-4		1 MWAS	
				\$70.00								1	
Line: 18													
10/13/12	Saturday		:30	\$70.00		Sa 730-8p	730p-8p	OBAMA 4 AMERICA *A	1537 *A	P-4		1 MWAS	
				\$70.00								1	
Line: 19													
10/09/12	Tuesday		:30	\$50.00		M-Su 10p Local 12 News	10p-1035p	OBAMA 4 AMERICA *A	1537 *A	P-4		3 MWAS	
10/10/12	Wednesday		:30	\$50.00		M-Su 10p Local 12 News	10p-1035p	OBAMA 4 AMERICA *A	1537 *A	P-4		6 MWAS	
10/11/12	Thursday		:30	\$50.00		M-Su 10p Local 12 News	10p-1035p	OBAMA 4 AMERICA *A	1537 *A	P-4		1 MWAS	
10/12/12	Friday		:30	\$50.00		M-Su 10p Local 12 News	10p-1035p	OBAMA 4 AMERICA *A	1537 *A	P-4		7 MWAS	
10/13/12	Saturday		:30	\$50.00		M-Su 10p Local 12 News	10p-1035p	OBAMA 4 AMERICA *A	1537 *A	P-4		5 MWAS	
10/14/12	Sunday		:30	\$50.00		M-Su 10p Local 12 News	10p-1035p	OBAMA 4 AMERICA *A	1537 *A	P-4		4 MWAS	
10/15/12	Monday		:30	\$50.00		M-Su 10p Local 12 News	10p-1035p	OBAMA 4 AMERICA *A	1537 *A	P-4		2 MWAS	
				\$350.00								7	
Line: 20													
10/09/12	Tuesday		:30	\$50.00		M-F 1105p-1135p	1105p-1135p	OBAMA 4 AMERICA *A	1537 *A	P-4		2 MWAS	
10/11/12	Thursday		:30	\$50.00		M-F 1105p-1135p	1105p-1135p	OBAMA 4 AMERICA *A	1537 *A	P-4		4 MWAS	
10/12/12	Friday		:30	\$50.00		M-F 1105p-1135p	1105p-1135p	OBAMA 4 AMERICA *A	1537 *A	P-4		3 MWAS	
10/15/12	Monday		:30	\$50.00		M-F 1105p-1135p	1105p-1135p	OBAMA 4 AMERICA *A	1537 *A	P-4		1 MWAS	
				\$200.00								4	
Line: 21													
10/09/12	Tuesday		:30	\$50.00		M-F 1135p-1205a	1135p-1205a	OBAMA 4 AMERICA *A	1537 *A	P-4		3 MWAS	
10/10/12	Wednesday		:30	\$50.00		M-F 1135p-1205a	1135p-1205a	OBAMA 4 AMERICA *A	1537 *A	P-4		4 MWAS	
10/12/12	Friday		:30	\$50.00		M-F 1135p-1205a	1135p-1205a	OBAMA 4 AMERICA *A	1537 *A	P-4		2 MWAS	
10/15/12	Monday		:30	\$50.00		M-F 1135p-1205a	1135p-1205a	OBAMA 4 AMERICA *A	1537 *A	P-4		1 MWAS	
				\$200.00								4	
Line: 22													
10/13/12	Saturday		:30	\$25.00		Sa 1105-1135p	1105p-1135p	OBAMA 4 AMERICA *A	1537 *A	P-4		1 MWAS	
				\$25.00								1	
Line: 23													
10/13/12	Saturday		:30	\$25.00		Sa 1135p-1205a	1135p-1205a	OBAMA 4 AMERICA *A	1537 *A	P-4		1 MWAS	

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Agency: Greer Margolis Mitchell												
Station: EKRC-TV												
Order: 50088												
Line: 23												
				\$25.00							1	
Line: 24												
10/14/12	Sunday		:30	\$25.00		Su 1035p-1105p	1035p-1105p	OBAMA 4 AMERICA *A	1537 *A	P-4	1	MWAS
				\$25.00							1	
				\$2,385.00							74	
				\$2,385.00							74	
				\$2,385.00							74	
				\$2,385.00							74	
				\$2,385.00							74	

[Filtered by: ] [Sorted by: Station]